

Appln No. 09/575,123
Amdt. Dated April 5, 2005
Response to Office action of March 10, 2005

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REMARKS/ARGUMENTS

The Applicant thanks the Examiner for the Office Action dated March 10, 2005.

Amendments

Page 1 of the specification has been amended to replace the docket numbers with updated serial numbers (and patent numbers where relevant).

Claims 1 and 15 have been amended to specify that the invention relates to delivering a newspaper or magazine directly to a user on demand. Basis for this amendment can be found in claim 9 (now cancelled) and pages 2-3 of the description.

Claim Rejections – 35 USC § 102

The Applicant contests the Examiner's assertion claim 1 is anticipated by the disclosure of Dymetman ("Intelligent Paper", Xerox Research Centre Europe).

Dymetman discusses a system by which printed information can be enhanced using his Intelligent Paper. On the discussion on page 400, Dymetman describes how *Periodicals* and *Daily Papers* can be enhanced using Intelligent Paper. By way of example, Dymetman describes how a periodical may be enhanced:

A scientific journal can have live bibliographic links permitting direct access to the text of cited journals.

Dymetman also describes an example of how a newspaper may be similarly enhanced:

Pointing on the headline for "French socialists estimated to win by narrow margin", the reader can have instant access to latest polls, which can be delivered to her on a TV screen, on a computer or through the telephone [emphasis added].

What is clear from this passage and the overall teaching of the Dymetman article is that Dymetman does not envisage periodicals or daily papers being delivered to consumers any differently to how they are currently delivered. Dymetman's system relates to periodicals that are mass-produced at a commercial printer's, and then purchased from a newsagent or delivered through the post to the consumer.

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In Dymetman's system, further information about a particular article is received via conventional media, such as the TV, computer or telephone. Hence, it is abundantly clear that Dymetman does not conceive of users receiving interactive periodicals directly via a home printer. According to Dymetman's system a user purchases his newspaper in the usual way, but has the additional option at home of requesting further information about a particular article.

By contrast, the present invention goes further than merely enhancing the information content of periodicals. The present inventors have conceived of a new means for users to consume periodicals, which combines all the advantages of online publications with a printed format. This is discussed in detail on pages 2-3 of the present specification.

A requirement of this new method for delivering interactive periodicals directly to users' printers is that coded data and information content should be printed at the same time at the user's printer. The system would be unworkable if the coded data was printed separately from the information content, because the interactive periodicals could not be printed on demand.

The Applicant disagrees with the Examiner's assertion that page 400 of Dymetman teaches printing "on demand" or delivering a newspaper "directly to a user on demand". As discussed above, Dymetman only discloses conventional means for delivering periodicals and does not conceive of user's receiving printed interactive periodicals on demand at their desktops.

The Applicant also disagrees with the Examiner's assertion that page 399 of Dymetman discloses printing location-indicating tags and associated visual elements at the same time. This passage of Dymetman implies that pre-printed coded paper blanks are supplied to a publisher who then prints visual information onto these blanks. Another of Dymetman's publications (US Patent No. 6,330,976) confirms that this is how Dymetman envisages his system working in practice.

For at least the reasons given above, the Applicant submits that the present invention, as defined by claims 1 and 15, is not anticipated by Dymetman.

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Claim Rejections – 35 USC § 103

As explained above in relation to 35 USC § 102, in the Applicant's submission the skilled person would have no motivation to deliver periodicals directly to users on demand, having read Dymetman. Dymetman neither teaches nor suggest a different method for delivering periodicals to consumers which combines all the advantages of online publications with a printed format. Furthermore, Dymetman does not teach or suggest printing coded data and visual information content at the same time, which is necessary to facilitate such a novel method of delivery.

None of the other cited references would motivate the skilled person to modify the system described in Dymetman so as to allow delivery of interactive periodicals directly to consumers on demand. Accordingly, it is submitted that the present invention is not obvious in view of Dymetman, either alone or in combination with any of the other cited references.

It is respectfully submitted that all of the Examiner's objections have been successfully traversed. Accordingly, it is submitted that the application is now in condition for allowance. Reconsideration and allowance of the application is courteously solicited.

Very respectfully,

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